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Dated: September 16, 2004 Signature

*Susan B. Jensen*  
(Susan B. Jensen)



Docket No.: 41235-00081USPT  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Andrew O. Mckee et al.

Application No.: 09/832787

Art Unit: 3625

Filed: April 12, 2001

Examiner: Robert M. Pond

For: SYSTEM, METHOD, AND COMPUTER  
PROGRAM PRODUCT FOR  
ADMINISTERING A DISTRIBUTION  
CHANNEL FOR THE PROMOTION AND  
SALE OF PRODUCTS AND SERVICES

**AMENDMENT IN RESPONSE TO NON-FINAL OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated May 7, 2004, please amend the above-identified U.S. patent application as follows:

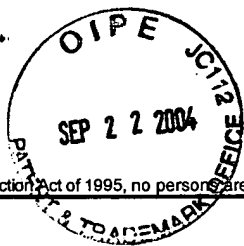
**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 10 of this paper.

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SEP 27 2004

**GROUP 3600**



PTO/SB/21 (02-04)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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**TRANSMITTAL  
FORM**

(to be used for all correspondence after initial filing)

|   |                      |                        |                 |
|---|----------------------|------------------------|-----------------|
| <b>TRANSMITTAL<br/>FORM</b><br><br>(to be used for all correspondence after initial filing) | Application Number   | 09/832787              |                 |
|   | Filing Date          | April 12, 2001         |                 |
|   | First Named Inventor | Andrew O. McKee        |                 |
|   | Art Unit             | 3625                   |                 |
|   | Examiner Name        | Robert M. Pond         |                 |
| Total Number of Pages in This Submission  | 15                   | Attorney Docket Number | 41235-00081USPT |

**ENCLOSURES (Check all that apply)**

|   |  |  |
|---|--|--|
| <input type="checkbox"/> Fee Transmittal Form<br><input type="checkbox"/> Fee Attached<br><input checked="" type="checkbox"/> Amendment/Reply<br><input type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/declaration(s)<br><input type="checkbox"/> Extension of Time Request<br><input type="checkbox"/> Express Abandonment Request<br><input type="checkbox"/> Information Disclosure Statement<br><input type="checkbox"/> Certified Copy of Priority Document(s)<br><input type="checkbox"/> Response to Missing Parts/<br>Incomplete Application<br><input type="checkbox"/> Response to Missing Parts<br>under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Drawing(s)<br><input type="checkbox"/> Licensing-related Papers<br><input type="checkbox"/> Petition<br><input type="checkbox"/> Petition to Convert to a<br>Provisional Application<br><input type="checkbox"/> Power of Attorney, Revocation<br>Change of Correspondence Address<br><input type="checkbox"/> Terminal Disclaimer<br><input type="checkbox"/> Request for Refund<br><input type="checkbox"/> CD, Number of CD(s) _____ | <input type="checkbox"/> After Allowance communication<br>to Technology Center (TC)<br><input type="checkbox"/> Appeal Communication to Board of<br>Appeals and Interferences<br><input type="checkbox"/> Appeal Communication to TC<br>(Appeal Notice, Brief, Reply Brief)<br><input type="checkbox"/> Proprietary Information<br><input type="checkbox"/> Status Letter<br><input checked="" type="checkbox"/> Other Enclosure(s) (please<br>Identify below):<br>Postcard<br>Amendment Transmittal |
| Remarks   |  | <b>RECEIVED</b><br>SEP 27 2004<br><b>GROUP 3600</b>  |

**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

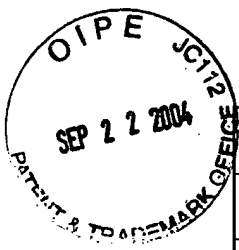
|                               |   |
|-------------------------------|---|
| Firm<br>or<br>Individual name | JENKENS & GILCHRIST, A PROFESSIONAL CORPORATION<br>Daniel G. Nguyen |
| Signature                     |   |
| Date                          | September 16, 2004  |

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Signature:

(Susan B. Jensen)

**AMENDMENT TRANSMITTAL LETTER**Docket No.  
41235-00081USPTApplication No.  
09/832787Filing Date  
April 12, 2001Examiner  
Robert M. PondArt Unit  
3625

Applicant(s): Andrew O. McKee et al.

Invention: SYSTEM, METHOD, AND COMPUTER PROGRAM PRODUCT FOR ADMINISTERING A  
DISTRIBUTION CHANNEL FOR THE PROMOTION AND SALE OF PRODUCTS AND  
SERVICES**TO THE COMMISSIONER FOR PATENTS**

Transmitted herewith is an amendment in the above-identified application.

The fee has been calculated and is transmitted as shown below.

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| CLAIMS AS AMENDED  |   |   |                                   |      |      |
|--|---|---|-----------------------------------|------|------|
|  | Claims<br>Remaining<br>After<br>Amendment | Highest<br>Number<br>Previously<br>Paid | Number<br>Extra Claims<br>Present | Rate |      |
| Total Claims   | 52  | - 52 =                                  | 0                                 | x    | 0.00 |
| Independent<br>Claims  | 4   | - 4 =                                   | 0                                 | x    | 0.00 |
| Multiple Dependent Claims (check if applicable) <input type="checkbox"/> |   |   |                                   |      |      |
| Other fee (please specify):  |   |   |                                   |      |      |
| TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:                                 |   |   |                                   |      | 0.00 |

**GROUP 3600**

- ☒ Large Entity ☐ Small Entity
- ☒ No additional fee is required for this amendment.
- ☐ Please charge Deposit Account No. \_\_\_\_\_ in the amount of \$ \_\_\_\_\_.  
A duplicate copy of this sheet is enclosed.
- ☐ A check in the amount of \$ \_\_\_\_\_ to cover the filing fee is enclosed.
- ☐ Payment by credit card. Form PTO-2038 is attached.
- ☒ The Director is hereby authorized to charge and credit Deposit Account No. 10-0447  
as described below. A duplicate copy of this sheet is enclosed.
- ☒ Credit any overpayment.
- ☒ Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.

Daniel G. Nguyen  
Attorney Reg. No.: 42,933

Dated: September 16, 2004

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